



THE MARKETING MEMO

January 2007

Marketing Branch

Division of Marketing Services

California Department of Food and Agriculture

1220 N St., Sacramento, CA 95814

(916) 341-6005 Fax: (916) 341-6826

www.cdfa.ca.gov

PROGRAM ISSUES

MAJOR AMENDMENTS TO THE PLUM MARKETING PROGRAM APPROVED:

The industry referendum to obtain grower input regarding proposed amendments to the California Plum Marketing Program has ended and the Marketing Branch tallied and determined that the referendum passed with 51.4% of the growers of record participating in the referendum, 88.9% of those growers, representing 91.8% of the voted volume, favored the implementation of the amendments. Since these results exceed the statutory criteria for participation and approval, the Department has implemented the proposed amendments effective January 2, 2007.

In addition to several technical changes to the Marketing Order, the primary amendments include additional authority for spot checking of inspection compliance, prohibition of unfair trade practices related to labeling and required use of trace back system. These changes make the Plum Marketing Program nearly identical to the newly created Tree Fruit Marketing Order affecting peaches and nectarines.

If you have any questions regarding the amendments please contact Lynn Morgan at the Marketing Branch.

PEAR MARKETING PROGRAM MAJOR AMENDMENT HEARING TO BE CONDUCTED:

The Marketing Branch will conduct a hearing regarding the proposed major amendments to the Pear Marketing Order on Thursday, January 25, 2007. The hearing will be held at Granzella's Inn in Williams, California.

The following are the proposed amendments:

- Adding authority to all pear varieties, except Asian pears.
- Adding authority to successful passage of a major amendment substitutes for a continuation hearing and resets the timing for the next required continuation hearing.

If the hearing record generally supports the implementation of the proposed amendment, CDFA may decide to move forward and conduct the second phase of the major amendment implementation process; referenda of pear producers. Please contact Janyce Wong of the Marketing Branch if you have questions about this hearing.

ADMINISTRATIVE ISSUES

MEETING NOTICES FOR ALL PROGRAMS TO BE POSTED ON MARKETING BRANCH WEBSITE:

Our newly designed Marketing Branch website is up and running. One of the new features on the site is meeting notices for all programs are being posted. In order to facilitate this change, we are requesting that all programs, in addition to mailing meeting notices to their Marketing Branch liaison, also email them to Ramiro Casillas rcasillas@cdfa.ca.gov & Kim Jagelka kjagelka@cdfa.ca.gov at the Branch.

TABLE OF DUE DATES:

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at 916-341-6005 if you have any questions.

TABLE OF DUE DATES		
Item	Applies To:	Due Date
Quarterly Contract Report	Marketing Orders, Agreements and Councils	Qtr 3, 2006 Was Due: October 31, 2006 (July – September 2006) Qtr 4, 2006 Due: January 31, 2007 (October-December 2006)
Ethics Training	Marketing Orders, Agreements and Councils	Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none">• New members: within six months of assuming their position.• Continuing members: every two calendar years. Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to Beth Jensen of the Marketing Branch
Member Lists	Marketing Orders, Agreements, Councils, and Commissions	As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.
Financial Audits	Marketing Orders, Agreements and Councils	Three copies due to Branch 30 days after completion.

GENERAL INFORMATION

MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:

We routinely include notices of job openings with California marketing programs and other agricultural organizations in the Marketing Memo. Please contact Beth Jensen at 916-341-6005, or via e-mail at bjensen@cdfa.ca.gov to include information in this section.

NEWLY FORMED PISTACHIO MARKETING AGREEMENT BOARD SEEKING PART-TIME ADMINISTRATOR:

The newly formed Pistachio Marketing Agreement Board is seeking a part-time administrator to manage the affairs of their program. This program is primarily regulatory in nature. It is similar in many respects to the former Pistachio Marketing Agreement that was terminated in 2005 after operating for more than ten years. The program is only binding upon the twelve processors who chose to sign-up for it. The program prohibits participating processors from committing three practices deemed by proponents of the proposed agreement to be detrimental to the pistachio industry; commingling artificially opened pistachios with naturally opened pistachios, bleaching or otherwise treating pistachios with chemicals to remove shell stains, and shipping pistachios that have not been tested for aflatoxin to designated export markets. Please contact Dennis Manderfield here at the Marketing Branch by January 31 if you are interested in possibly submitting a proposal for this part-time administrative position.

MARKET ENFORCEMENT ADVISORY:

Attached is the Market Enforcement Advisory Notice for January 2007. If you have questions regarding the notice, please contact the CDFA Market Enforcement Branch at 916-341-6276.

PEST DETECTION ADVISORY

Attached is the Pest Detection Advisory of current pests affecting California agricultural products. If you have questions regarding this listing, please contact the CDFA Pest Detection Branch at 916-654-1211.